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USU Jon M. Huntsman School of Business, "Huntsman Alumni Magazine, Fall 2015" (2015). *Huntsman Business Magazine*. 14.

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HUNTSMAN

A L U M N I M A G A Z I N E

“IT IS NOT YOUR RESPONSIBILITY
TO FINISH THE WORK OF
PERFECTING THE WORLD,
BUT YOU ARE NOT FREE
TO DESIST FROM IT EITHER.”



HUNTSMAN

A L U M N I M A G A Z I N E

FALL 2015

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PUBLISHER

Douglas D. Anderson, Dean and Professor

MANAGING EDITOR

Dave Patel, Associate Dean, Student & External Affairs

ART DIRECTOR

Hilary Frisby

COPY & PRODUCTION MANAGER

Klydi Heywood

COPY EDITORS

Kim Larson
Robin Wheelwright

CONTRIBUTING WRITERS

Klydi Heywood
Dave Patel

CONTRIBUTING PHOTOGRAPHERS

Ron Adair
Matt Ditto
Hilary Frisby
Matt Hanner
Klydi Heywood
Casey McFarland
Wayne Wurtsbaugh

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Send comments and inquiries to:
huntsman.editor@usu.edu.

Huntsman Alumni Magazine is published twice a year by the
Jon M. Huntsman School of Business at Utah State University in Logan, Utah.
This issue was printed at RR Donnelley in Liberty, Missouri.

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◀ Sunset at Cutler Reservoir in Cache Valley by Wayne Wurtsbaugh

dean's message



“It is not your responsibility to finish the work of perfecting the world, but you are not free to desist from it either.”

—Rabbi Tarfon

LIVES OF IMPACT

Our colleague, Stephen R. Covey, would often ask audiences to “think of what you want people to say about you when you are 80 years old.” And although Dr. Covey, the first Jon M. Huntsman Presidential Chair in Leadership at USU, did not himself live to see his 80th birthday, his life’s work focused on principle-centered leadership. Covey believed that success occurs when you align your values with the universal and timeless principles that exist in our world.

The writer David Brooks has been pushing much the same message over the past several years. Responding to what he calls the culture of the Big Me, which emphasizes external success, Brooks challenges us in *The Road to Character*, his latest book, to rebalance the scales between our “résumé virtues”—achieving wealth, fame, and status—and our “eulogy virtues,” those that exist at the core of our being: kindness, bravery, honesty, or faithfulness, focusing on what kind of relationships we have formed.

In the following pages, you will read about several of our students and alumni who have dedicated their lives to improving the human condition. Some came to what they view as their calling early, while others experienced a singular event at the pinnacle of their career and pivoted, away from resume values and towards eulogy values. They are all tremendous examples of what can be achieved when we are inner-directed and other-focused.

At the Huntsman School we take seriously the role we play in helping young people develop lives of meaning, lives of impact. What can we do to prepare our students for life? How do we further their understanding of our world? How can we enhance their capacity to serve more effectively? Why are eulogy values and principle-centered leadership the key to lasting success? One way in which we hope to help our students answer these questions is through a revised undergraduate core curriculum, including two new required courses, a first-year course in the Foundations of Business and Leadership, and a second-year course in Leadership.

The end result we seek, from our curriculum and the entirety of the Huntsman experience, is to develop in our students the notion that they have a responsibility larger than themselves. Above my desk I keep a framed quote from Rabbi Tarfon, taken from the Pirkei Avot, a compilation of ethical teachings, that states: “It is not your responsibility to finish the work of perfecting the world, but you are not free to desist from it either.” That our students gain an understanding of, and an abiding commitment to this responsibility is our own noble aspiration.

Doug

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PHOTO BY RON ADAIR



my Huntsman experience

BY BEN VERA, ECONOMICS & FINANCE, '16
USUSA BUSINESS SENATOR

My experience at the Huntsman School of Business has been second to none. The school challenges us to “dare mighty things” and provides amazing opportunities to get involved and accomplish our dreams.

One of the first experiences that changed the view of my future was the Huntsman School GoPro Case competition. I heard from many students, faculty, and school administrators that case competitions were great, and that I should give it a shot, even if it was simply to see what it was all about.

Going into the competition I didn't know any students and was put on a random team. As I sat through the case presentation I thought, “I don't know how I am

going to work with three people I've never met and be successful.” That thought quickly changed as I met my team and listened to their ideas.

That night I recalled the many students, professors and advisors who had encouraged me to dare mighty things and leave nothing behind. So throughout the next few days, I did just that.

My life was changed forever when they announced that our team had won. This experience confirmed in my mind that we really can accomplish anything we put our minds to — a lesson that I hope to always exemplify.

As I have gotten to know many alumni, professors, faculty, and staff, I have come to know that each and every one of them is deeply invested in our success as students.

They have taught me valuable lessons that go well beyond the classroom. As I have shared with them my hopes and dreams, they have encouraged and pointed me in the right direction.

That has been the greatest difference in my education.

The opening of Huntsman Hall this spring will be a testament to the amazing support of the Huntsman School community. As a student leader, I am excited to be a part of this growth. I know that as we continue to dare mighty things, we can truly make a difference wherever our lives take us.

PHOTO BY MATT DITTO



my favorite professor

BY CHELSEA HEPWORTH, ACCOUNTING, ECONOMICS, '16

It is impossible to leave Dr. Shannon Peterson's class without feeling academically challenged. She has challenged me in ways that have changed the way I think about learning, life, and myself.

It began in my freshman orientation course. As a class full of honors business students, you could say that most of us were overachievers in high school. Dr. Peterson taught us that the most important thing we could learn in college was *how* to learn. Memorizing information would only get us so far; in order to take full advantage of our collegiate experience, we needed to take control of our education and look for opportunities to challenge ourselves. She explained that if we focused on learning, we would leave Utah State with something far more valuable than just a diploma — we would have the ability to continually improve ourselves no matter the situation. This lesson completely changed my mindset and was the catalyst that sent me down a path of taking full advantage of my time at Utah State and the Huntsman School.

During my Huntsman Scholar semester, I had the opportunity to have most of my classes taught by Dr. Peterson and to travel to Europe with her. During each class and our time abroad, she taught the importance of thinking critically and looking at the world from a different perspective. Before this I never realized how often I had been looking at situations from only one point of view. She challenged my assumptions and encouraged me to embrace my full potential. Dr. Peterson is always quick to point out where your thinking may be flawed, but never fails to make you feel like you already possess the potential to overcome whatever “flaws” you may have.

I look up to Dr. Peterson not only as an empowering professor, but also as an example of a strong female role model — my example of intelligence, confidence, and leadership. I could not be more honored to have had the opportunity to know Dr. Peterson.

PHOTO BY KYLEI HEYWOOD



To do well and to do good

BY DAVE PATEL, ASSOCIATE DEAN OF STUDENT & EXTERNAL AFFAIRS

The roll call of Aggies who studied business at Utah State University and then went on to significant career success is long and storied. Nobel Prize in Economics. Check. Chief executive of the largest professional services firm in the world. Check. Head of the world's leading brand. Check. President of a major Asian university. Check. Founder of the world's largest fitness equipment company. Check. Influential member of a King's court. Check. Member of Congress. Check. Owner of a professional sports franchise. Check. CEO. CFO. CMO. CXO. Check. Check. Check. Check.

But perhaps overlooked amidst the long line of commercial success has been the number of Aggies who saw an affliction in their midst and then went on to devote their lives to change that world, and thus improved the lives of thousands.



"I CARE ABOUT SOCIAL CHANGE AND I LOVE SERVING PEOPLE."

Our purpose statement to be a career accelerator for our students and an engine of growth for our community, the state, the nation, and the world, drives us to not only prepare students for successful careers in commerce, but to also provide to them a foundation to lead lives of meaning, to lead lives of impact, to do well and to do good, and thereby exemplify ethical leadership.

Leading lives of service

Rachel von Niederhausern, MBA '04, wasn't sure what she would do with an MBA until she realized she was meant to be a social entrepreneur. "I care about social change and I love serving people," explains Rachel. A visit in 2004 to serve meals at a homeless shelter in Salt Lake City led her to co-found the Loaves & Fishes Cache Valley Community Meal with civic and religious leaders and USU faculty and staff. "After going to the homeless shelter in Salt Lake, I realized that there wasn't anything like that in Logan." What began as an annual

meal for the homeless on Christmas Day now involves hundreds of volunteers, including USU students, who provide friendship and nourishment for residents of Cache Valley twice per month. The organization has served over 6,000 people in the past three years.

A humanitarian trip to Guatemala then led Rachel and her husband Steve to co-found the Family Humanitarian experience (FHe). FHe is an organization that provides families the opportunity to work on sustainable humanitarian projects in communities of developing countries, and the impetus for creating such an organization stems largely from the von Niederhauserns' desire to get their kids involved and engaged at an early age in the service of others. Their latest expedition included USU alumni who helped with agriculture development and food preservation. "We want to do projects that are driven by the villages," according to Rachel. To date, FHe has led a total of six expeditions, five to Guatemala and one to Nepal with Choice Humanitarian.

PHOTOS COURTESY OF RACHEL VON NIEDERHAUSERN

Opposite: Rachel von Niederhausern in Guatemala

Top left: Two young villagers share a fun ride.

Top right: The Guatemalan community embraced the von Niederhausern family.

Center: Three of the five von Niederhausern children watching the sun set.

Bottom right: Steve's and Rachel's daughter teaching curious Guatemalan children.

Leading lives of compassion

While at USU, Rich Haws was a co-captain of the men's basketball team and in 1975 finished his career as USU's sixth highest scorer. He was drafted by the Seattle Supersonics in the 1975 NBA draft, but turned down that opportunity to earn a master's degree in Economics. Those who knew Haws, a Whitesides Scholar-Athlete of the Year as well as the Bill E. Robins Memorial Award recipient while at USU, were not a bit surprised with his decision.

Over time, he carved out a career in real estate development, specializing in full-service commercial development, including shopping centers, apartments, office buildings, and golf courses throughout the Western United States. At one point, he was directly responsible for commercial investment projects totaling over \$1 billion.

After 25 years of professional success, and after riding out the 2008-2009 recession, Haws's life changed dramatically when he lost his son Dustin to an accidental drug overdose in 2012. That experience focused Haws on helping others going through a similar pain. "One of the things we found as a family going through this process with our son, was that the community was pretty closed off. Our goal is to shine a light on the recovery process and give hope," said Haws. And so the man who had been singularly focused on creating a real estate empire shifted his energy and founded Red Barn Farms, a nonprofit created to help those in recovery and their families. His aim is to "break down the stigma with addictions and bring hope to both those struggling and their families. There is a way to turn this around."

Red Barn Farms is more than your typical addiction recovery facility. Patients learn patterns for success through working on a working farm. With partners as varied as the Forever Young Foundation, the Arbinger Institute, and the Anasazi Foundation, Haws aims to provide not only addiction recovery services, but to take patients through transitional living, educational opportunities, and jobs. "Losing Dustin really put life in perspective, that's for sure," says Haws. "But seeing the benefit to the kids who come to Red Barn Farms, seeing the benefit to their families, drives us to keep building, to bring more and new partners who can help with addiction recovery, and to help people struggling with a host of other challenges." Since Red Barn Farms

became operational in late 2013, an estimated 500 families have been impacted through one of its services.

Leading lives of healing

Huntsman student Clay Olsen co-founded Fight the New Drug (FTND), a youth activist movement dedicated to raising awareness of the harmful effects of pornography. "In college, I remember seeing the impact of pornography increase among my peers and in our culture. That led me and a few friends to question why we, as a society, weren't talking about this obvious problem," stated Olsen. He then went on to cite a study from Websense Research indicating that just between 1998 and 2007, the number of pornographic websites grew by 1,800 percent. Since the founding of FTND, Olsen has appeared on scores of national and international media, and has presented to over 300 schools and tens of thousands of teens all over the US.

"Pornography's widespread acceptance and accessibility has evolved much faster than our public awareness. For most of our history this topic has been pushed aside as a moral or religious conversation. But science is now revealing a wide range of harm caused by pornography. We now know that it plays a quiet, yet very significant role in things like sex trafficking, child exploitation, and sexual violence," noted Olsen in response to why he and a few friends started Fight the New Drug. "We felt a responsibility to help others understand the truth about porn."

Leading lives of meaning

In 2010, Aggies Casey Allred and Bushra Zaman founded Effect International to make education accessible for all of India's underprivileged children. Between college semesters, they traveled back and forth to India to open a school in rural Bihar, India. In 2011, Allred received the Utah Campus Compact award for his work, Effect was awarded the USU Organization of the Year Award, and they brought on a new key team member, Huntsman student Moline Dastrup, who served as the chief operating officer for the nascent nonprofit organization. Speaking of the lean times the Effect team encountered in the early going, Allred said, "We had so many reasons to quit Effect after college but never gave up, even when our bank account was below thirty dollars."

Using research collected from that pilot school, Effect uncovered high demand in the educational market where parents, especially those from the bottom of the pyramid, were willing to spend up to 13 percent of their income on education. With full enrollment in three months, low start-up costs, and a successful teacher training program, the Effect team quickly turned to researching a different view of education that met the demands of an illiterate population without the short-term reliance on foreign aid.

That research was the foundation for the development of a streamlined system of private schools in India and Nepal. Unlike failing government schools, Effect's model offers a market-based approach to solving the education



Top: Director of Farms, Mike Haws, in the greenhouse.

Above: A sunny day at the Red Barn Farms facility.

Right: The Rich & Krista Haws family.



PHOTOS COURTESY OF RICH HAWS



PHOTOS COURTESY OF CLAY OLSEN



Clay Olsen speaking to high school students about the impact of pornography

achievement gap in low-income communities.

"Effect has finally turned a corner in the last 16 months and is becoming the organization I had always dreamed it to be. We are doubling in size and donations every year. Next year projections will put us at nearly a million dollars in donations. It's pocket change in the developing world; but it's a huge accomplishment for us. Since we are able to stretch a dollar really far we are able to impact a lot of people," noted Allred.

While on an extended visit to India, Allred became aware of India's human sex trafficking industry. And as he'd done with Effect, Allred decided to do something. The result is Stolen Innocence, a documentary that

"WE NOW KNOW THAT IT PLAYS A QUIET, YET SIGNIFICANT ROLE IN THINGS LIKE SEX TRAFFICKING, CHILD EXPLOITATION, AND SEXUAL VIOLENCE."

- 1) Casey Allred takes a break from photographing the Nepal earthquake aftermath.
- 2) Moline Dastrup in a crowd in India.
- 3) Children pose for their first school picture at the Effect school in rural Bihar, India.
- 4) Bushra Zaman surrounded by children.
- 5) A still from the documentary Stolen Innocence.
- 6) A woman is rescued after being buried under earthquake debris.



dives into a hidden world of young women captured and forced into a life of sex slavery. In addition, Allred and film director Chris Davis, created a website to provide a continuing forum on the issue.

Allred was also in New Delhi when the earthquake hit Kathmandu on April 25, 2015, and felt compelled to immediately go north. “Right after the quake we mobilized 125 volunteers, 75 motorbikes, and 8 vehicles importing and exporting supplies. We purchased 500 kg of food, more than 4,000 pieces of medical supplies, and 1,500



PHOTOS COURTESY OF CASEY ALLRED AND MOLINE DASTRUP

tents every day. We doubled that in the following days,” according to Allred. “During the earthquake it was quite a revelation to me and the rest of my group what determination and ‘never giving up’ has meant for us.”

Moline Dastrup, so instrumental in providing business acumen during the start-up’s early phase, transitioned from COO to board member when she took a position with Google. She has continued her involvement by championing Effect within Google and other technology companies in the Bay Area, including taking two teams of Google employees to Nepal to provide technology solutions to help with human trafficking and disaster relief.

Leading lives of impact

Addiction Recovery, Hunger, Poverty, Pornography, Education. Not the typical issues discussed as career options for business graduates. But Rich Haws, Rachel von Niederhausern, Clay Olsen, Casey Allred, and Moline Dastrup all emphasize that the education they received in their business classes helped immensely in creating and organizing their initial thoughts around the issues they were so passionate about, and their business training continues to help them grow their organizations, to reach more people, to help more people. As Clay Olsen stated, “Ever since I was young I knew that I wanted to be an entrepreneur. I knew I wanted to start companies that made a difference. While attending USU I gained a solid foundation of knowledge and understanding for

business and how to apply that into the real world.”

Rachel von Niederhausern attributes her business education at Utah State as fueling a fire in her for service. “Traveling to Holland with an international business class and having opportunities to do projects with nonprofit organizations while studying helped fuel my passion for travel and service. My time in the business school at Utah State gave me the practical skills and hands on experience I need to manage people and organizations. I like to say it helped teach me how run an organization as well as how to be the CEO of my family.”

The entire Huntsman experience is structured to provide students with an understanding of the world, and more importantly, to instill in them a passion for making a difference. “Sometimes we get overwhelmed by pressing issues, we don’t know where to start, we feel helpless or that it’s out of our hands,” Dastrup said. “But sometimes you just have to stand up and do something — you have to be the difference that counts, you have to dare mighty things.” ^{UP}

For more information

- Family Humanitarian Experience (FHe):** familyhumanitarian.org
- Red Barn Farms:** red-barn-farms.org
- Fight the New Drug:** fightthenewdrug.org
- Effect International:** effect.org
- Stolen Innocence Documentary:** stolendocumentary.com
- Nepal Rising Earthquake Relief Fund:** nepalrising.org



L. TOM PERRY 1922-2015

A Personal Reflection

BY F. ROSS PETERSON, PROFESSOR EMERITUS OF HISTORY AT UTAH STATE UNIVERSITY

The December morning in 2007 was cool and clear with that ever-present breeze crossing the Utah State University campus. Hundreds of faculty, staff, and students joined Jon and Karen Huntsman and their family and friends, for a historic announcement at a lunch in the Stevenson Ballroom. Among the guests invited by the Huntsman's was L. Tom Perry, a USU alumnus and LDS Apostle, who held two degrees from USU. Flanked by President Stan Albrecht and Dean Douglas Anderson, the Huntsman's announced the gift to name the College of Business, the Huntsman School of Business.

Following lunch, the excited guests moved toward the south doors of the ballroom that emptied into the Taggart Student Center. My assignment was to escort the Perry's and their colleagues from the building to waiting busses. However, the instant the doors opened, hundreds of students greeted the entire party with applause, cheers, and adulation. Elder Perry and his wife, Barbara Dayton Perry, surprised by the reaction of the students, plunged into

the crowd, clasping hands and hugging appreciative students. For Tom Perry, the Huntsman announcement provided a homecoming.

A native of Logan, Tom Perry, at the urging of his parents, started at Utah State Agricultural College in the fall of 1940. After one year, he left on an LDS mission to the midwest and when he returned in 1943, he enlisted in the U. S. Marines. Assigned to the Pacific Theater, he was part of the force that occupied Japan at the end of the war. His unit found themselves near Nagasaki, one of the cities destroyed by an atomic bomb. He spent his time in Japan restoring, rebuilding, and serving the recently vanquished foe.

After the war, Perry returned to Utah State to finish his education with the assistance of the G. I. Bill. Numerous times, he expressed gratitude for those

who had the vision to invest in his educational future. As part of what Tom Brokaw labeled "The Greatest Generation," Perry epitomized sacrifice and service throughout his life. He met his first wife, Virginia Lee, as a student, and he later lost both her and a daughter to cancer. Yet this prophet of a positive outlook always maintained that he never had a bad day.

Every summer he tried to bring his family back to Logan and Bear Lake. His career in business took them to Idaho, Washington,



"My generation is ready to turn over to you the title of 'the Greatest Generation.' The world is ready for you to assume the title. Now go out and earn it!"

— L. Tom Perry

California, New York, and Massachusetts, but they still found Logan each summer. The Perry's used this annual excursion as an opportunity to teach their children and grandchildren about their heritage. Among the stops were always a visit to campus, the Quad, and then the final treat at "the Aggie Ice Cream" store. To honor his family's commitment to USU, he joined his siblings, Dr. Mignon Perry and Ted Perry, in establishing endowed scholarships in the Huntsman school.

Five months following the naming of the Huntsman School, Elder L. Tom Perry received an Honorary Doctorate from his alma mater. Dean Anderson invited Elder Perry to address the graduates at the school's graduation. Anderson summarized Elder Perry's career: "He has consistently emphasized the importance of integrity in the workplace, in the home, and the importance of community service." Elder Perry



openly talked about his life as being a "roller coaster ride." His challenge to the graduates was to "trust their fellow human beings and develop friendships." Then he enthusiastically proclaimed: "My generation is ready to turn over to you the title of 'the Greatest Generation.' The world is ready for you to assume the title. Now go out and earn it!"

Elder Perry passed away of thyroid cancer on May 30, 2015. In a message to us on May 21, Elder Perry encouraged us to "carry on and build the best business school possible for the students." USU is honored

that L. Tom Perry remained true to his Aggies and to his hometown. In recognition of this great Aggie, the Huntsman School will name the most prominent space in the new Huntsman Hall the L. Tom Perry Community Pavilion. Our friend will be sorely missed, but never forgotten.

Opposite right: L. Tom Perry (holding the ball) played basketball while a member of the Logan 9th Ward.

Left: L. Tom Perry was among the first wave of marines to go ashore in Japan after the signing of the peace treaty at the end of World War II. When they reached the ruins of Nagasaki, he later recalled, it "was one of the saddest experiences of my life." He and other soldiers helped rebuild Christian churches damaged during World War II in their free time.

PHOTOS VIA MORMON NEWSROOM © 2015 INTELLECTUAL RESERVE, INC. ALL RIGHTS RESERVED

the L. TOM PERRY PAVILION in Huntsman Hall



The Perry Community Pavilion will occupy 3600 square feet in the center of the top floor of Huntsman Hall. The space offers spectacular views to the west, south, and east of Cache Valley, the home of Elder Perry.

The space will hold seminars, conferences, executive education, and special events. It will serve as a hub for community activities due to its size and premier location.

Elder Perry, a native of Logan and an alumnus of USU, was honored as the Distinguished Executive Alumnus of the Huntsman School in 2006 and received an honorary doctorate from USU in 2008. He and his brother Ted Perry established the Mignon Perry and Nora Sonne Perry Scholarship in the Huntsman School to honor their sister and their mother.





Aggies in India

This summer, Huntsman student, Gavin Salisbury, MIS, '16, and recent Huntsman MBA alumnus, Riley Duke, '15, traveled to India to work with the KVM Foundation, a nonprofit organization that provides English language and professional skills education to university students and community members in Visakhapatnam, a small city on the mid-eastern coast of India.

Because the foundation only has the capacity to admit 10 percent of its applicants, Salisbury and Duke helped make plans to open a new for-profit business, The American Academy. This new venture will be staffed by college students from the U.S. and local professionals to provide English language training, interview preparation and accent training courses. Any profits from The American Academy will be directed to the KVM Foundation to provide similar education and opportunities to those unable to afford the Academy.

Although the majority of their time in India was spent conducting market research, creating a business plan, and finding seed funding, Salisbury and Duke also wanted to help in other ways.

A few days before their departure, the pair asked their friends, family, and classmates in the US for donations to help provide food, clothing and hygiene items for the Visakhapatnam community. Within 24 hours they had raised \$800 and began working with a local humanitarian organization to distribute the donated items.

"We were shocked to see the difference a little bit of rice and household goods made to completely transform these families' lives," Salisbury said. "They were so grateful for things we take for granted. Seeing these families celebrate over basic necessities of life was a life-changing experience. We would like to thank all our friends and classmates who made this small project such a success."



PHOTOS COURTESY OF GAVIN SALISBURY



New Record for Accounting

For 20 consecutive years the Institute of Management Accountants (IMA) student chapter in the Huntsman School has been selected to receive the Award of Excellence as an Outstanding Student Chapter. In addition, this year the chapter also won the award for Outstanding Programs & Activities award.

"Only four chapters nationally earn the Outstanding Programs & Activities recognition each year, and out of the 20 years of earning the gold award of excellence, this is the sixth time we have received it," Huntsman IMA advisor, Professor Frank Shuman said. "The continuing success of our IMA student chapter is a testament to our top-notch accounting program and the dedicated student officers who work tirelessly in delivering quality technical meetings and service projects."

The chapter has also continued a several year-long streak of having a student officer receive one of the national IMA scholarships. This year, for first time ever, two students received scholarships. Jacob Fryer, the 2015-16 incoming IMA chapter president, received a \$2,500 scholarship in the graduate student category, and Joseph Brewer, the 2014-15 IMA chapter treasurer, received a \$1,000 scholarship in the undergraduate student category.

The chapter will receive a trophy for the Award of Excellence, \$1,000 for being awarded as one of the Outstanding Student Chapters, and \$500 for the Outstanding Programs & Activities.

Accomplishments



Bill E. Robins Memorial Award
SAMANTHA BURROWS, BA and Marketing, '15

"Like most people who are endowed with an extraordinary set of abilities and the personal discipline that animates those abilities in pursuit of excellence in her personal and professional life, Sam defies a simple description. She represents the very best talent that the Huntsman School has to offer the world."

—Chris Fawson, Buehler Endowed Professor and Executive Director, Partners in Business



Achievement of the Year
STEVE WILCOX, International Business and Marketing, '16

"Steve has a genuine enthusiasm for learning. I really believe that he thinks learning is fun! And his enthusiasm is contagious to other students. Steve is one of those unique students that elevates the learning environment for all that are associated with a class."

— Dan Holland, Associate Professor



USUSA Student Body President
TREVOR OLSEN, International Business and Finance, '16

"Trevor is a delightful student to have in class. He is energetic and engaged, yet still manages to keep a sense of humor. It is also encouraging to see someone of his caliber exhibiting such leadership amongst his peers."

— John Ferguson, Senior Lecturer



Branding Products

"It all began at Utah State," Vice President of Marketing at Vista Outdoor, Brett Merrell said. Through the Partners in Business organization at the Huntsman School, Merrell got his first job at Citibank after graduating in Finance & Economics in 1986. After two years at Citibank, he decided to go back to school and earned his MBA with an emphasis in marketing and general management from Northwestern University.

Merrell then continued his career at Procter & Gamble in brand management, and then later moved to consumer products, and product management before going to Gerber Products Company. There he was the Vice President of Marketing and climbed to General Manager, Global Baby Care.

The next move was to Giant Eagle, a \$10 billion grocery and pharmacy company where Merrell was the Chief Marketing Officer and then served as the Senior VP/General Manager for 230 pharmacies.

In March, 2015, Merrell made the move to Vista Outdoor, a designer, manufacturer, and marketer of consumer products in the outdoor sports and recreation markets. Some of the brands under Vista are CamelBak, Bushnell, Jimmy Styks, Federal Premium, and Savage. At Vista, Merrell is the VP of Marketing and New Product Development, responsible for more than 40 brands.

"My favorite part of the job is developing new products," Merrell said. "It is exciting to identify an unmet consumer need, lead efforts to develop a new product that meets that need, and then launch it into the marketplace and see the sales grow."

Flying High in San Francisco

Sarita Mohapatra earned her PhD in Economics from the Huntsman School in 1996. After teaching for four years at USU, Mohapatra moved to San Francisco to work for Deloitte before moving to PwC in 2001. She was promoted to partner in 2010, and currently serves as the leader of PwC's San Francisco Transfer Pricing Group. Since moving to San Francisco, she has more than doubled the size of the practice, successfully recruiting and developing a diverse team of transfer pricing specialists. In addition, she has established a broad client base, which includes companies of all sizes and in a broad range of industries including technology, retail, and consumer and shipping companies.

"I loved that I have been able to take what I learned in the classroom at the Huntsman School and apply it to my career," Mohapatra said. "I loved living in Logan; it will always hold a very special place in my heart."



Let's Go to Luxembourg

After graduating with a bachelor's degree in accounting from the Huntsman School in 2004, Ben Oates started with PwC in their Grenada office, located in the Caribbean, where he worked with both local and international clients in their Assurance and Business Advisory Services. He then worked with PwC in New York City and Washington, DC, before going to Goldman Sachs, where he worked as a project manager in their Private Wealth Management group. Oates then returned to PwC as a manager.

In 2014, as a Director in PwC's Risk Assurance practice, Oates moved to Luxembourg for a two-year assignment. Over the past year he has worked on several international financial services clients in both English and French. His various assignments have included a process improvement engagement for one of France's largest banks, reporting on internal controls for several international clients that play integral roles in the financial markets, and providing consulting services to many local clients.

Oates has been able to keep in contact with many at the Huntsman School and has assisted in arranging visits for the School's summer study-abroad program. Because of PwC's global footprint he has arranged site visits for groups on three continents and has enjoyed being able to help students broaden their experiences.

"Many of the business, networking, and interpersonal skills that I possess were honed while attending the Huntsman School of Business," Oates said. "These skills coupled with my accounting degree have been my keys to success at PwC."

In Memoriam REED ROBERT DURTSCHI 1926-2015

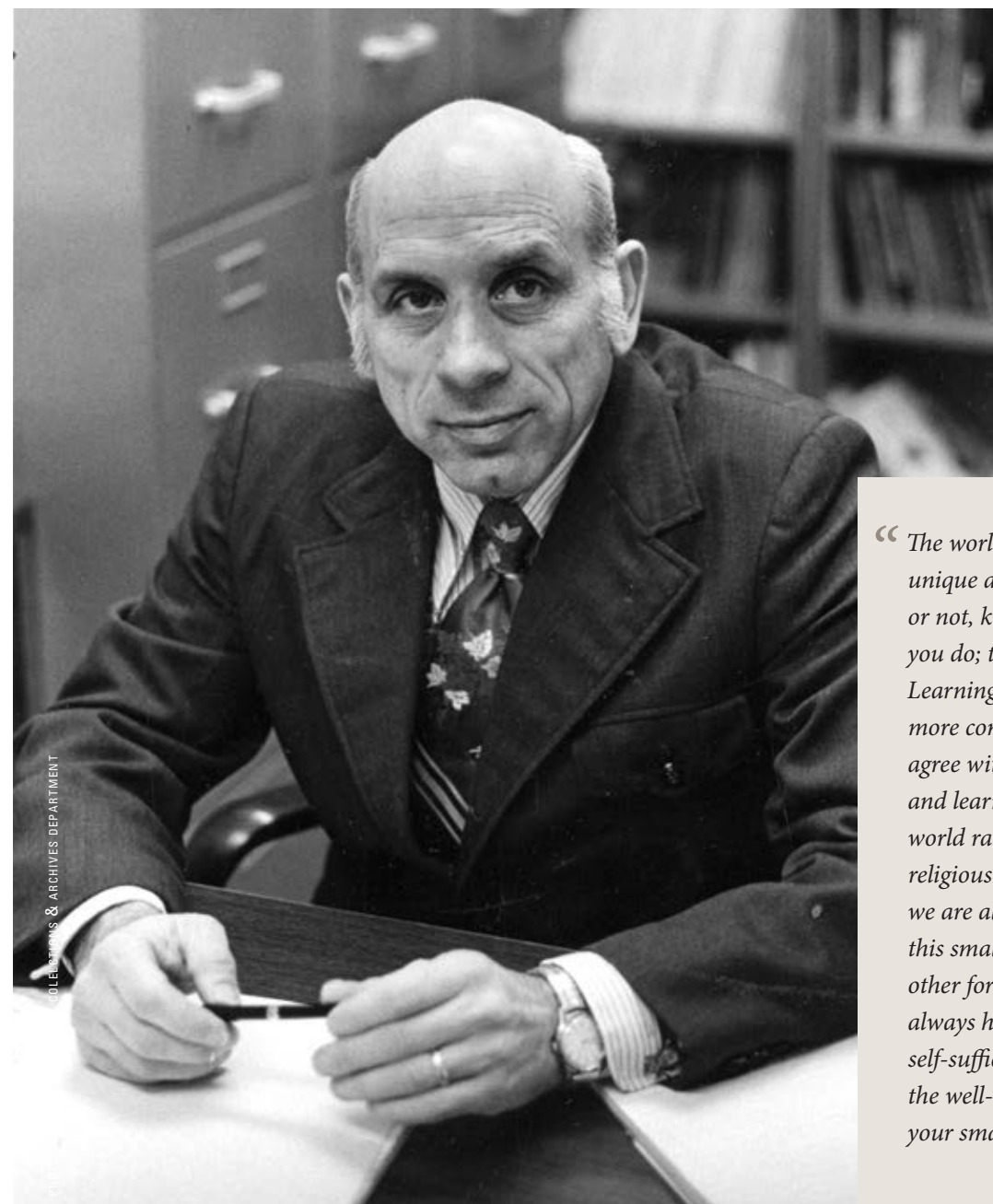
Professor emeritus Reed Durtschi passed away on August 13, 2015, in North Logan, Utah. Durtschi was raised on a dairy farm in Teton Valley and served in the Navy during World War II and the Army during the Korean War. He married Jean Blackburn in 1950. He graduated with a bachelor's degree in Economics from Utah State University in 1952. He received a PhD in Economics from the University of Washington in 1957.

Dr. Durtschi was an Aggie through and through. Over 37 years he taught Economics to over 40,000 students, and was known for his enthusiasm and sense of humor in class.

He served as department chair in Economics from 1967-1971, but his heart was always in the classroom with his students. He insisted students learn to think for themselves rather than memorize answers.

Professor Durtschi was also engaged in the community and was elected and served on the North Logan City Council for six years. He also served three terms on the Cache County School Board from 1974-1986.

His favorite people to be with were his wife and children. He enjoyed hiking in the Tetons, camping, and always attended his children's sports, musical and theatrical events. He was proud of all his children and often commented that he loved being able to ask them for advice.



"The world is a diverse place, every person is unique and every person you meet, educated or not, knows more about some things than you do; therefore you can learn from them. Learning from others is difficult. We all feel more comfortable listening only to people who agree with us. So, widen your circle of associates, and learn from them. Become a citizen of the world rather than merely a citizen of your small religious or political clan. In the final analysis, we are all brothers and sisters coexisting on this small globe. We are all dependent on each other for something. A cooperating group will always have a higher standard of living than one self-sufficient individual. So be concerned about the well-being of people who are not members of your small homogenous group."

— Reed Durtschi

Welcome to the Huntsman School

Our journey to becoming a top-tier business school continues, and thanks to the support provided by our students, alumni, and friends, we hired 26 faculty and staff members over the past year. They have already begun to have an impact on our curricular and experiential programs.



Kenzie Lawlor
Recruiting Officer



Bret Crane
Assistant Professor
Management Department



Rick Edgeman
Clinical Professor
Management Department;
Director of Research
Shingo Institute



Cindy Larsen
Staff Assistant
Management Department



Dominic Bria
Marketing Manager
Shingo Institute



Annette Petersen
Undergraduate Advisor



In'Chan Kim
Visiting Professor
MIS Department



Cheryl Burgess
Lecturer
MIS Department



Chris Hartwell
Assistant Professor
Management Department



Adam Olson
Visiting Professor
School of Accountancy



Jin Li
Undergraduate Advisor
China Cooperative
Academic Programs



Tanya Beaulieu
Assistant Professor
MIS Department



Hari Olsen
Assistant Professor
School of Accountancy



Eden Jones
Assistant Director
Partners In Business



Jenna Daniels
HR Specialist



Rick Hornsby
Lecturer
Economics & Finance



Mark Winkel
Undergraduate Advisor
China Cooperative Academic Programs



Mike Torgesen
Finance Specialist



Andy Thunell
Program Director
Clark Center for Entrepreneurship



Ryan Yonk
Assistant Research Professor
Economics & Finance



Trisha Hunsaker
Marketing Coordinator



Steve Leftwich
MBA Career Development



Strat Roper
Senior Lecturer
Management Department



Gayla Foster
Program Coordinator
Global Enrichment



Tonya Davis
Employer Relations



Anna Brown
Assistant Professor
School of Accountancy



Teaching & Research

Huntsman Education — Not Just for Business

By Dr. Vijay Kannan, Associate Dean for Academics

Recent changes to the core set of courses required of all Huntsman majors, including the addition of four new courses, are designed to prepare students for meaningful careers in commerce and public service.

Foundations of Business is an interdisciplinary course that introduces students to the broader context of business and decision making. Drawing on readings from Kant, Dostoevsky, Shakespeare, Ibsen, and others, the course will explore the roles and responsibilities of business in a global society, the nature of ethical leadership, and the realities of decision making in an ambiguous and fluid environment. One of the first classes students will take in the Huntsman School, Foundations is designed to set expectations for students and help them refine their sense of purpose in pursuing a business education.

A new course in **Leadership** will focus on how students can demonstrate integrity, authenticity, and a commitment to the well-being of others. The course reflects the ideals of principle-centered leadership and the need to develop leaders that can both motivate others and serve as role models. Students will be challenged to shape their identities as leaders, and define the values that will guide them in leadership and decision making roles.

Advances in technology make it possible for organizations to acquire significantly more data than in the past. However, the ability to effectively leverage this data to inform decision

making depends on having appropriate quantitative reasoning skills and the ability to meaningfully parse and organize data. **Big Data Analytics** introduces students to business intelligence and to the technologies available to identify patterns and trends in large datasets that can be used for predictive purposes. The course is based on the principle of evidence-based decision making and has an applied focus that will give students the confidence to use business intelligence tools.

The goal of **Systems Strategy and Problem Solving** is to apply foundational knowledge from courses in finance, marketing, and operations in a decision making context. While several of our courses focus on ‘knowing’, Systems Strategy emphasizes ‘doing’, giving students frameworks that can be used to analyze complex, cross-functional problems, and opportunities to apply them to real world situations. Helping students develop applied problem solving skills will not only add to their preparation for the workplace but give them experience working with ambiguous, unstructured problems.

While our required set of courses has historically provided students with a rich knowledge base, the new courses are intended to ensure that our students also possess critical thinking skills and the ability to view the world from multiple perspectives. Moreover, they reinforce the School’s commitment to its pillars of analytical rigor, entrepreneurial vision, ethical leadership, and global vision.

Work-Linked Couples are Happier at Home and More Productive at Work

Dual career couples with the same occupations or work places may have a happier family life and less job and family tension as a result of the work-related support they can offer one another. According to **Merideth Ferguson**, study author and associate professor in the Management Department at the Huntsman School, the beneficial impact is twice that for work-linked couples compared to non-work-linked couples.

“Not only does this benefit employees’ personal lives, but they also become more productive at work,” Ferguson said. “This research suggests that both families and employers stand to gain a significant benefit from work-related spousal support, especially in work-linked couples.”

Because of the shared aspects these couples have of one another’s workplaces or occupations, their work/home boundaries are blurred, which allows work-related information to be more freely shared but which also may make balancing work and family more challenging, Ferguson said.

“A spouse is in a unique position to provide support to a partner in that spouses have greater understanding of one another’s needs and thus are better able to provide support in ways that successfully address those specific needs and reduce the likelihood that a partner’s work stress will influence family life,” Ferguson said.

This study was published in the *Journal of Occupational Health Psychology*. [KH](#)

Retire Now!

Huntsman Economics professors **Aspen** and **Devon Gorry** recently completed a study that found retirement improves both health and life satisfaction.

“The most surprising findings from our study were the positive long-run effects both in subjective well-being, or happiness, and in the objective health measures,” Aspen Gorry said. “For subjective well-being, most studies find that happiness returns to a baseline level so that life events only have temporary effects. Our findings for retirement contrast with that typical result.”

The study notes that it can take up to four years for any health benefits to become apparent. “For the objective health measures, past studies have not found effects of retirement on such measures,” Gorry explained, “so we think that looking at longer term patterns has helped us uncover significant effects since health typically changes slowly over time.”

The study was published by the National Bureau of Economic Research and examined results from the respected Health and Retirement Survey (HRS) conducted by the University of Michigan, a longitudinal study of approximately 20,000 Americans age 50 conducted every two years. [KH](#)



2015 Distinguished Executive Alumnus

DELL LOY HANSEN

At a gathering with students in the Huntsman School a couple of years ago, Dell Loy Hansen, '82, offered three simple rules for the students to consider as they set off in their life journey:

- 1) save or invest more than you spend,
- 2) don't go into debt on a consuming asset, such as a car, or a house, and
- 3) be true to your personal value system.

Hansen founded Wasatch Property Management in 1988 and serves as its chief executive officer. The company employs approximately 700 employees, managing 70 multi-family residential communities with approximately 16,000 apartment units, and commercial, retail, and parking structures totaling 4 million square feet throughout the western United States. Wasatch and its affiliated investor-owned entities maintain a real estate portfolio in excess of \$3 billion.

He is also an owner in nearly 41 venture companies, with approximately 4,500 employees located across Utah, Idaho, and California. The companies range from a recycling and waste disposal company in Sacramento, a plastic injection & molding company, a wood milling company, and a golf course in Utah. Perhaps most famously, at least for those of us in the Beehive State, he is the owner of Real Salt Lake, a professional soccer club in Major League Soccer.

"God gets to judge; I get to serve."

Given that impressive professional success, it's easy to see how the first two rules Hansen offered our students may have affected his own career. But press him a little, and Dell Loy will tell you it's all about the personal value system. Press him a bit more, and he'll talk about the importance of family, of the role education has played in his life, of helping people however you can, of his personal motto — "God gets to judge, I get to serve."

The man can quote from Aurelius's *Meditations* at the drop off a hat, courtesy of a high school graduation gift by his favorite English teacher, Jackie White. "That book changed my life," Dell Loy says. "I still have the copy Mrs. White gave me, and the Stoic philosophy has had a huge impact on my life." His mother, Belva Hansen, taught in Cache Valley schools for almost 40 years, and Hansen's respect for teachers and education has resulted in millions of dollars over the years for Utah State University and schools across Cache Valley.

"We are here to serve. Our abilities may be our time or our resources but we as responsible people have no other choice if we truly value those around us." And that may end up being the real legacy of this proud Aggie and successful entrepreneur. **DP**

PHOTO BY CASEY MCFARLAND

keepintouch



Have you written a book or climbed a mountain? Had a baby or ran for office? Gotten married or started a new job? We would like to know—and so would your classmates! Share your news by submitting your class note online at usu.edu/alumni/records

Don't miss out—let your fellow alumni know what you're up to!

'70s

Robert Fuhriman, '75, Marketing Executive at KapStone, lives in Pleasant Grove, UT.

George E. Hall, '76, Managing General Partner at Elliott-Hall Company, lives in Ogden, UT.

Theodore R. Gwin, '77, Chief Financial Officer at Grand Canyon Association, lives in Grand Canyon, AZ.

Tracy M. Welch, '78, Chief Financial Officer at Solar3D, resides in Roseville, CA.

Ron G. Wiser, '79, Director at Federal Home Loan Bank of Dallas, lives in Roswell, NM.

Barry Braithwaite, '83, Manager at ATK Aerospace Company Inc., resides in Perry, UT.

Chad Campbell, '83, President at Bridgerland Applied Technology College, lives in Logan, UT.

Brian S. Coffman, '83, Sr Vice President- Refining at Tesoro Company, resides in San Antonio, TX.

Cynthia Tibbetts Lyman, '83, Executive Director at The Sharing Place, lives in Salt Lake City, UT.

Dr. Allyson Day Saunders, '83, Professor at Weber State University, resides in Logan, UT.

Scott A. Walker, '83, Chief Commercial Officer at MUVKids, lives in Sandy, UT.

Bruce Bahmani, '84, Operations Manager at Enviro Safetech, resides in Danville, CA.

Lance R. Brown, '84, Planning and Budget Director of Salt Lake County, lives in Sandy, UT.

Roger G. Dahle, '84, CEO at North Atlantic Imports, resides in Providence, UT.

David L. Jensen, '85, CFO at Wasatch Commercial Management, lives in Hyde Park, UT.

Bernell F. Kerkman, '85, General Manager at Jones Excavating Company, resides in West Jordan, UT.

Bradford R. Rich, '85, Senior VP at United Express, lives in Saint George, UT.

Anna Lee Rowley, '85, Manager of Operations at CompHealth, Inc, resides in Salt Lake City, UT.

Kevin Hardy, '86, Sr. Vice President at Elwood Staffing, lives in Sandy, UT.

Brett L. Merrell, '86, Vice President of Marketing at Vista Outdoor Inc, resides in Bountiful, UT.

Alan T. Whitaker, '86, Global Engineering Director at NCR-Interactive Services, lives in Ogden, UT.

James R. Bylund, '87, Director, Global Operations at ThermoFisher Scientific, resides in Draper, UT.

Bryan Nolan Mecham, '87, Senior International Tax Director at Micron Technology Inc., lives in Meridian, ID.

Ben Nishiguchi, '87, Sr. Product Marketing Manager at Maverik, Inc., resides in Bountiful, UT.



telecom, railroads, mining, and basic materials.

After graduating from USU, Morgan and his wife, Katie ('09, Finance) spent a few years working in Washington DC where Katie completed her MBA at Troy University. They then moved to California where Morgan completed his MBA at the Stanford Graduate School of Business. They now live in Dallas, Texas, with their two-year-old son, Ethan.

“Both Katie and I are very grateful for our experience at Utah State. We love the school and the opportunities it has created for us. We still stay in touch with many of the professors and other students who touched our lives and helped us find a path we were excited about. It is an amazing institution.”

Peter Michaelson, '88, VP, Human Resources at Blood Systems Inc., lives in Leander, TX.

Daniel C. Walker, '88, Vice President of Human Resources at W.W. Clyde & Co, resides in Spring City, UT.

Bart Dell Atkinson, '89, CEO at HP Development/Action Team Realty, lives in Monument, CO.

Alex Ray Bedke, '89, Sr. Product Manager at The Church of Jesus Christ of Latter-day Saints, resides in Ogden, UT.

Anthony John Sansone, '89, Vice President, Finance at Nicholas and Company, lives in Sandy, UT.

Wendi Ann Hassan, '91, Executive Director at Cache Valley Center For The Arts, resides in Logan, UT.

David Jon Warnick, '91, VP of Human Resources at Weir Oil and Gas, lives in Haslet, TX.

Ben I. Winchester, '91, Business Unit Executive - Sales at Toshiba Global Commerce, resides in Salt Lake City, UT.

Shauna M. Karren, '92, Director of Training and Marketing at Conservice, lives in North Logan, UT.

Kent Michael Gottfredson, '93, Business Process Consultant, VP at Wells Fargo, resides in San Antonio, TX.

Allen A. Hansen, '93, Sr Digital Account Executive at KSL 5 TV & KSL NewRadio, lives in South Jordan, UT.

Jack M. Lafollette, '93, President at Willow Valley Construction, resides in Hyrum, UT.

Doran L. Duffin, '94, President at Post Interactions, lives in San Jose, CA.

Matthew Aaron Greene, '94, Director at Imara Energy, resides in Riverton, UT.

Jason B. Keller, '94, Director at Taylor Morrison Home Corporation, lives in Pacific Palisades, CA.

Gerry P. O'Connor, '94, Chief Financial Officer at Brentwood Advisory Group, resides in Naperville, IL.

Brady B. Rasmussen, '94, Executive Vice President/COO at Questar Corporation, lives in Fruit Heights, UT.

Lon Raymond Searle, '94, CFO at Northwest Cosmetics Lab, resides in Draper, UT.

Anagha Agnihotri, '95, Associate Director, Compensation Strategies at KPMG Foundation, lives in Parsippany, NJ.

David A. Castleberry, '95, Vice President Financial Advisor at Morgan Stanley Wealth Management, resides in Napa, CA.

Kirt B. Walker, '95, Director of Human Resources at Jubilant HollisterStier LLC, lives in Spokane Valley, WA.

Justin V. Harris, '97, Commercial Loan Officer/Vice President at Arvest Bank, lives in Bentonville, AR.

Michael Melvin Henderson, '97, Chief Financial Officer at Simple Leasing, resides in South Jordan, UT.

Darin West Jacobs, '97, Finance Integration Leader at General Electric Company, lives in Kaysville, UT.

Michael G. Kirschman, '97, Director of Commercial Operations, PNW at Schnitzer Steel, resides in Portland, OR.

Scott D. Maxfield, '97, Senior Vice President at Wells Fargo, lives in Urbandale, IA.

Tony M. McClain, '97, CFO at Ireland Bank, resides in Malad City, ID.

Brad T. Taylor, '97, CIO at Eastridge Workforce Solutions, lives in San Diego, CA.

Dr. Ming Yan, '97, Head of Risk Management at Karya Capital Management L.P., resides in Tenafly, NJ.

Greg D. Ashcroft, '98, Project Manager at GE Healthcare, lives in Smithfield, UT.

David Edward Crockett, '99, VP Sales and Marketing at Cirdan Ultra Ltd, resides in Highland, UT.

Kerry J. Easthope, '99, COO & CFO at Alameda Hospital, lives in Walnut Creek, CA.

Michael Lyman Rich, '99, Director of Corporate Finance at Albertsons, lives in Meridian, ID.

'00s

Brady P. Bagley, '00, VP, Controller at American Express, lives in South Jordan, UT.

Cami C. Boehme, '00, Chief Strategy Officer at Crius Energy, resides in Weston, CT.

Monica D. Holt, '00, Senior Systems Analyst at AMN Healthcare Inc., lives in San Diego, CA.

Mike K. Hubbard, '00, Sr. Software Developer at FJ Management Inc., resides in West Jordan, UT.

Richard D. Andrus, '01, Senior VP / Commercial Real Estate Broker at Menlo Group Commercial Real Estate, lives in Gilbert, AZ.

Paul T. Atkinson, '01, President at Alpine Credit Union, resides in American Fork, UT.

Rebecca A. Strasburg, '01, Director of Accounting & Financial Reporting at Ken Garff Automotive Group, resides in Pleasant Grove, UT.

Joshua B. Swick, '01, Senior Developer at Associated Food Stores Inc, lives in Marana, AZ.

Brick R. Bergeson, '02, COO at Jamberry, resides in Bountiful, UT.

Benjamin L. Covington, '02, Vice President at Blackeagle Energy Services, lives in Sandy, UT.

Jeffrey G. Flammer, '02, Owner at Stadium Visions, resides in Providence, UT.

Allison Watson, '02, Owner/Accounting Director at Allied Accounting Solutions, LLC, resides in Syracuse, UT.

Benjamin M. Searle, '03, Patent Counsel at Hewlett-Packard, resides in Gilbert, AZ.

Joe Bailey, '04, Senior Research Specialist at Associated Food Stores Inc, lives in Eagle Mountain, UT.

Jace E. Sanders, '04, Chief Financial Officer at CSA Biotechnologies LLC, resides in San Tan Valley, AZ.

Jacob E. Brickey, '05, CFO at Capstone Nutrition, lives in West Haven, UT.

Isaac T. Draxler, '05, Inside Partner Sales Manager at MarketStar Corporation, resides in Kaysville, UT.

Dustin Jones, '05, Senior Vice President at Macy's, lives in New York, NY.

Ryan R. Cook, '06, Director IT Networking at Foot Locker, Inc, lives in Germantown, WI.

Lance V. Fanger, '06, CEO at Health Source Global Staffing, resides in Los Gatos, CA.

Nicholas D. Lang, '06, President at Remkin Inc, lives in Santa Clara, UT.

Ingrid Rydz Rockovich, '06, Marketing Manager-College Coach at NCSA Athletic Recruiting, lives in Chicago, IL.

Joshua Linton Taylor, '06, Vice President of Global Sourcing at Mecca Eleven, resides in Saint George, UT.

Michael C. Bailey, '07, Engineering Manager at Facebook, lives in Menlo Park, CA.

Jacob Dean Dettinger, '07, Vice President for Finance & Administrative Services at Snow College, resides in Manti, UT.

Haley C. Torson, '07, Financial Crime Investigator at eBay, Inc., resides in South Jordan, UT.

Brett Adam West, '07, Finance Manager at Clorox Company, lives in Pleasant Hill, CA.

Trevor J. Merritt, '08, Human Resources Director at Star Valley Medical Center, resides in Afton, WY.

Benjamin W. Spicer, '08, HR Manager at Energy Management Corporation, lives in Brigham City, UT.

John A. Tippetts, '08, National Sales Manager at PrivacyLink, resides in Hyde Park, UT.



Martin Wilson, Marketing, '04, is a marketing manager for Hanes. There he works on new product development, consumer-centric marketing, and general business management.

“The main challenge I face is keeping a 114-year-old brand relevant in today's market place,” Martin said.

“The best part of my job is working alongside smart, talented peers who drive for results and are not afraid to challenge the status quo. I wouldn't be at this position in my career without the support of great coworkers, mentors, professors, and fellow alumni.”

Don Wortley, '08, Senior Manager, Digital Marketing at Best Buy Corporate, lives in Seattle, WA.

Heather Nicole Anderson, '09, Sr. Supply Chain Manager/Buyer at Edwards Lifesciences, resides in Kaysville, UT.

Ashley Marie Funk, '09, Senior Advisor, Forensic Technology and Discovery at Ernst& Young, lives in Alexandria, VA.

Lance W. Leatham, '09, Sales & Marketing Manager at Quilt-EZ, LLC, resides in Wellsville, UT.

Andrew Nuntapreda, '09, VP of Sales and Marketing at CupAd, lives in Salt Lake City, UT.

Zhimin Zheng, '09, Sr. Database Marketing Analyst at Sunshine Insurance Group, resides in Beijing, China.

'10s

Stephanie Hugie Barello, '10, Analyst for Congressional Budget Office and lives in Washington, DC.

Eric S. Nielsen, '10, Director of Sales Strategy at Vivint, resides in Pleasant Grove, UT.

Andrew Rong, '10, Sr. Account Manager at Discover Financial

Services, lives in Corozal, Belize.

Brent R. Crosby, '11, CFO at Denik LLC, resides in Logan, UT.

M. Curtis Fairbourn, '11, Senior Analyst at Zions First National Bank, lives in Lehi, UT.

Steven M. Morrill, '11, Tax Senior at Ernst & Young, resides in San Francisco, CA.

Benjamin A. Rollins, '12, Financial Planning Specialist at Questar Corporation, lives in South Jordan, UT.

Benjamin J. Warnick, '12, Associate Instructor at Kelley School of Business, resides in Bloomington, IN.

Brandon Carter Zitting, '12, CFO & VP of Operations at Rocky Mountain Classifieds, lives in Norwood, CO.

Alex E. Weiche, '13, Client Analytics Manager at England Logistics, resides in Layton, UT.

Alisa A. Alder, '14, Busines Development Director at Apple Village, Gardens and Apple Tree Assisted Living, lives in Salt Lake City, UT.

Mackenzie Anderson, '14, Vice President at Poco Loco, resides in Logan, UT.

Allison Arebalo, '14, HR Coordinator at Disney Interactive, lives in Escondido, CA.

Kirk L. Christensen, '14, Operations Project Manager at L-3 Communications, resides in North Salt Lake, UT.

Ashley Huntington, '14, Director of Marketing and Events at Utah State Dairy Council, lives in Heber City, UT.

Kasey J. Keller, '14, Director of Operations at Contactpoint, resides in Rigby, ID.

Taylor Porter, '14, Logistics Manager for the United States Government, lives in Ogden, UT.

Braden S. Allen, '15, Director of Yield Management & Pricing at The Blogger Network, resides in Layton, UT.

J.D. Borg, '15, Operation Ananlyst at Goldman, Sachs, and Company, lives in Sigurd, UT.

Scott Laneri, '15, Project Accountant/Assistant Project Manager at The Ritchie Group, resides in Heber City, UT.

John Michael Pope, '15, CEO at Tie Your Socks, lives in Logan, UT.

Zachary Devin Rigby, '15, Business Development Manager at Apple Spice Cafe & Bakery, resides in Idaho Falls, ID.

David Chase Watterson, '15, Ifit Marketing Director at ICON Health & Fitness, Inc., lives in Logan, UT.

Jesse A. Roberts, '12, Senior HR Advisor at Rio Tinto Minerals, resides in Herriman, UT.



contributions

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\$1,000,000 – \$10,000,000

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Robert B., '51, and Beverlee Z. Murray '52

William G. '72 & Billie L., Murray, Jr., '74

Jay H. Price, Jr.

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Rational Software Corporation

Ann S. & Myron Downes* Rice

Jim K. Sorenson, Jr., '70

Edna Southworth

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Donnell B. & Elizabeth D. Stewart

Education Foundation

Kay '69 & Judy Toolson

Workers Compensation Fund

Leah M. Wright, '27

Morris H., '35 & Loree McGee Wright, '37



why we give ★

We are first and second generation graduates of USU. I truly had a great experience getting two degrees from the Huntsman School of Business. That education has blessed my life and the lives of those around us. Three of our four children are USU graduates and the last one is attending now. We hope that our donations to the school help to continue that tradition for others.

Jim, MIS, '94, MMIS, '98, and Tamara Elwood, '94

Larry Andrew Ward

Jason Richard & Rebecca R.

Wendel

Nicholas N. & Amy G. Zollinger

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why I give ★

The great thing about giving is that it's not about you; it's about the others you're helping. When you give you're consciously setting your own desires aside in order to lift someone else. The Huntsman School gave me tremendous gifts, and I fully expect to continue paying that forward the rest of my life.

Jesse Randall, Economics, '09

VISION

Brady Murray, Accounting, '05

President/CEO, Mass Mutual–Intermountain West; Founder, RODS Huntsman School of Business National Advisory Board Member

I believe that the person you become is determined by the books you read and the people you associate with. Throughout my life I've been fortunate to surround myself with exemplary men and women. Many of whom have been through my affiliation with the Huntsman School of Business. Their examples have helped shape who I am today. However, one person stands above the rest as an example of someone I hope to become. His name is Nash. He is 8 years old. He is my son and he has Down syndrome.

I'll never forget the day Nash was born. It was filled with all the excitement that comes with a new baby. A rush to the hospital. The inspiring efforts of my wife Andrea as she endured intense labor. The awe and wonder of seeing our baby for the first time. But just as life does sometimes, the unexpected took place.

Shortly after Nash was born the doctor quietly pulled me aside and said, "Brady, we think your son has Down syndrome." Fear and anxiety overcame me as I tried to make sense of the news. I wasn't sure what the future held for me and my young family.

The next few hours were filled with tears as well as moments of deep reflection as together, Andrea and I, held our new baby. It was during that time that I came to realize that everything was going to be okay. I recall looking into my son's eyes and feeling something very special. I felt that this boy would inspire the hearts of many. The first heart he would inspire was my own.

Having a son with Down syndrome gave me the opportunity to become involved in the Down

syndrome community. It was through this association that I learned of the many babies throughout the world who are born with Down syndrome and are abandoned at birth because of their perceived disability. I knew I had to help them.

The idea came for me to start competing in triathlons to help raise awareness and funding for adoption grants for these children. This started as

I began competing in small local triathlons but quickly grew into the chance to race in the Ironman World Championship in Kona, Hawaii where my son and I were featured on the 2012 NBC Ironman broadcast.

The momentum from that experience allowed me to launch the non-profit organization RODS (Racing for Orphans with Down Syndrome). Today over 200 athletes from around the world and countless volunteers give of their time and talents to help orphaned children find homes. Through their efforts,

hundreds of thousands of dollars has been raised as adoption grants and most importantly, 17 orphaned children and counting, now have loving homes!

The person we become is determined by the books we read and the people we associate with. I believe that anyone willing to "Dare Mighty Things" and allow themselves to get caught up in a cause greater than themselves will experience life through different eyes. Eyes that inspire a more meaningful vision. Eyes that enable us to live a life of heartfelt impact toward improving the lives of others.

"I felt that this boy would inspire the hearts of many. The first heart he would inspire was my own."



PHOTO BY CASEY MCFARLAND



VOICE

Sylvia Jones, Economics, '87 Assistant Vice President, Wells Fargo

A LIFELONG EDUCATOR ON ETHICAL LEADERSHIP

How do you suggest students foster a spirit of giving in their careers and in their lives?

Find out what you are passionate about. What moves you? Once you figure that out then everything else usually comes naturally. In most cases what you are passionate about is a result of your life experience. Focus your energy in the direction of your passion. Also, as a student or if you are early in your career, your spirit of giving may be your time or your skill and later it may be a combination of your time, skill, and money. When Paul and I started our scholarship at USU we didn't have a lot of money, we just had an idea; we wanted to help students. We also shared a passion for helping students from day one and understood we had an obligation to give back. As students we were very involved and giving of our time (because that's all we had as students). That is how we got started with our spirit of giving. Now we continue to volunteer our time and resources to better the lives of students as well as organizations within our community.

What are some guiding principles that anchor your leadership philosophy?

Lead by example and with integrity. Service before Self. As a leader, I like team decisions and I tend to use everyone's strengths and ideas to move projects forward. I learned early in my career that I could only be the best "me"; I can't be anyone else. While you can certainly learn from other leaders, you have to take the best traits from others and implement what works best for you based on your personality, skills, and talent.

What does "Dare Mighty Things" mean to you?

Be bold, take chances, and stretch yourself both professionally and personally. Show up at your best and always be willing to take risks. If you always play it safe and do things that are comfortable and participate in things that come easy to you, it becomes difficult to grow and be all that God intends you to be. When you think of the time you were a kid and someone "dared you" to do something, you had to decide if you were going to be courageous. If you decided to accept the "dare", you would give it your best and see what happened. It's the same in life and in your career. So, if someone sees something in you and wants to give you a chance to lead or create, believe them and step up, be courageous and lead. Take advantage of opportunities, believe, and "Dare Mighty Things"! It also means you'll have to roll up your sleeves. One of my favorite quotes is by Thomas Edison — "Most people miss opportunities because it's dressed in overalls and looks like work."

— Thomas Edison

Sylvia Jones with her husband, Paul

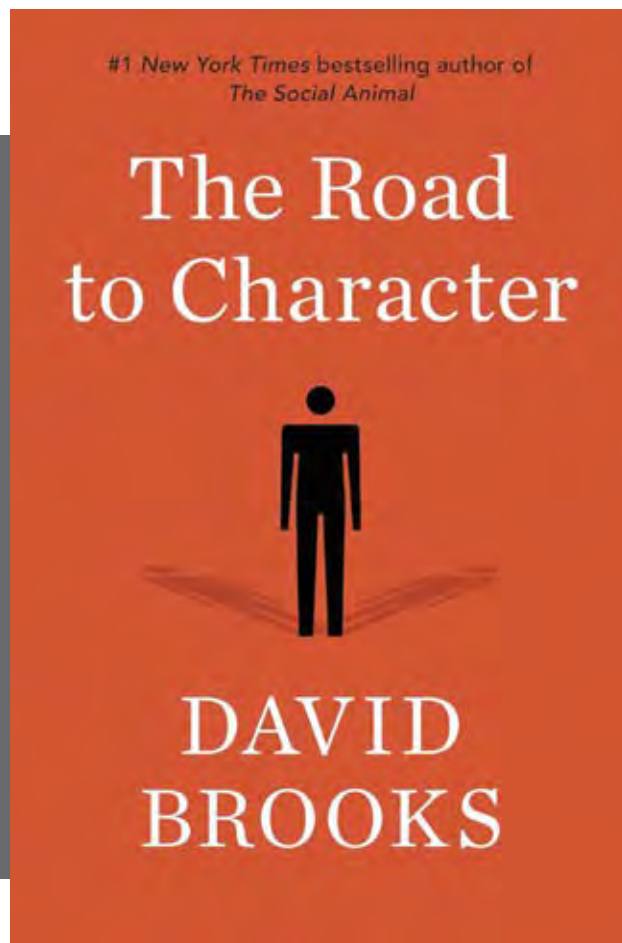
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Huntsman Hall

A NEW ERA BEGINS SPRING 2016.

PHOTOS BY HILARY FRISBY

Required Reading



THE ROAD TO CHARACTER David Brooks

We live in a culture that nurtures external success, at times to the detriment of internal morality. We live in a society that encourages us to think about how to have a great career but leaves out how to cultivate the inner life.

The logic of economics — input leads to output, effort leads to reward, takes precedence over the logic of morality — give to receive, surrender to something outside yourself to gain strength within yourself. Pursue self-interest, maximize your utility, impress the world over humility and learning.

Responding to what he terms the “culture of the Big Me,” Brooks frames these competing value structures as résumé virtues and eulogy virtues. Through examples of some of the world’s great thinkers and inspiring leaders, he then explores how, through internal struggle and a sense of their own limitations, people as diverse as Dwight Eisenhower, Francis Perkins, St. Augustine, George Marshall, and others built a strong inner character.

Blending psychology, politics, and morality, *The Road to Character* provides an opportunity for the reader to rethink their priorities and to “strive to build rich inner lives marked by humility and moral depth.”